

Remarks of Mayor Noam Bramson
587 Main Groundbreaking
November 30, 2016

This is a major milestone in our shared effort to make New Rochelle the best – the ideal – place to live, work, and grow in our region. Why this is occasion so important:

First, 587 Main is a great project in and of itself.

It will be an anchor of economic vitality and energy for the western portion of our downtown that brings life to this entire block. It will rise proudly into the sky, as a new iconic architectural statement that welcomes countless people to downtown New Rochelle. And here on the street, it will emphasize the enormous value of arts and culture to any healthy community. So as thrilled as we are to break ground, we'll be even more thrilled to cut the ribbon.

Second, this project demonstrates that the visionary downtown plan we adopted last December is working.

This isn't happening by accident or because of good luck, it's happening by design. And it is just one part of a larger transformation, the most ambitious in our history and the most exciting in the Hudson Valley – more than 6,000 places to live, millions of square feet in which to shop or work, 10,000 new jobs, tens of millions in new revenue to pay for public goods and help taxpayers make ends meet. All with the quickest, easiest, clearest approval process anywhere.

When we say New Rochelle is open for business, we mean New Rochelle is open for business. And this project, along with many others, is powerful evidence that the new opportunities and potential here in New Rochelle are now seen clearly by the development and investment community, far and wide.

Third, and finally, this project represents something bigger than all of us. It's not just about bricks and mortar or dollars and cents. It's about taking hold of our future.

If the New York region is going to compete with Shanghai and London and Vancouver for the jobs of tomorrow, we all need to answer the question: where are my employees going to live and how are they going to get to work?

If we're going to have an environment that's sustainable and healthy, then we need to be less dependent on cars and more committed to green design and lifestyles.

If we want historic communities to thrive, then we need to make sure we are building places where our children and grandchildren can live and want to live.

And if we're going to have a more equitable society, then we need to preserve communities where everybody is welcomed.

The suburbs have a vital role to play in meeting those objectives. New Rochelle has a vital role to play in meeting those objectives. All of these values, all of these goals are bound up in this project and in the vision we are pursuing together. That is what we are accomplishing today. That is what we are celebrating today.

And so on behalf of the 80,000 people of our great city, our ideal city, I congratulate the partners who made this possible, I applaud your confidence in New Rochelle, and I look forward to all of us succeeding together.